

**CLAIMS**

What Is Claimed Is:

1. A system for identifying and processing satellite based  
5 television usage and navigational data comprising:

means for generating promotional scenes, said scenes to be  
included in traditional satellite broadcasts;

means for displaying said scenes on a viewing device located  
at a user location;

means for determining when a user transitions from a first  
scene to a subsequent scene;

means for identifying and recording the scene being viewed  
by the user and the time of day and duration of said viewing at  
the time of said user transition, thereby creating a navigational  
log record; and

means for storing said navigational log record in a memory  
storage device.

2. The system of claim 1 further comprising means for  
20 determining the geographical location of the user viewing said  
scene.

3. The system of claim 1 wherein said means for storing  
said navigational log record includes means for temporarily

storing said log record in a temporary memory storage device and means for transmitting the contents of said temporary memory storage device to a permanent memory storage device.

5           4.    The system of claim 3 wherein said permanent memory storage device is comprised of FLASH memory.

10           5.    The system of claim 4 further comprising means for periodically transmitting said navigational log record stored in said permanent memory storage device to a remote processing location.

15           6.    The system of claim 5 wherein said transmitting means is a modem.

20           7.    The system of claim 5 wherein said transmitting means is traditional wireless data transfer means.

          8.    The system of claim 3 wherein said means for temporarily storing said navigational log record includes means for determining if a scene's navigational log record has already been recorded, means for determining if the capacity of said permanent memory device has been reached, and means for reallocating, if necessary, an array of stored scene information

to create space for an additional navigational log record.

9. The system of claim 3 wherein said means for transmitting the contents of said temporary memory storage device occurs at a predetermined time.

10. The system of claim 3 wherein said means for transmitting the contents of said temporary memory storage device includes means for opening an index and database file in said permanent memory storage device, means for determining a next available write location in said database file, and means for writing each entry in said navigational log record into said database file.

11. The system of claim 9 further comprising means for recording the latest recorded navigational log record into said database file even when the storage capacity of said permanent memory storage device has been attained.

20 12. A method for identifying and processing satellite based television usage and navigational data, said method comprising the steps of:

generating promotional scenes, said scenes to be included in traditional satellite broadcasts;

displaying said scenes on a viewing device located at a user location;

determining when a user transitions from a first scene to a subsequent scene;

5 identifying the scene being viewed by the user and the time of day and duration of said viewing at the time of said user transition, thereby creating a navigational log record; and

storing said navigational log record in a memory storage device.

10 13. The method of claim 12 further comprising the step of determining the geographical location of the user viewing said scene.

15 14. The method of claim 12 wherein said step of storing said navigational log record includes temporarily storing said log record in a temporary memory storage device and transmitting the contents of said temporary memory storage device to a permanent memory storage device.

20 15. The method of claim 14 wherein said permanent memory storage device is comprised of FLASH memory.

16. The method of claim 14 further comprising the step of

periodically transmitting said navigational log record stored in said permanent memory storage device to a remote processing location.

5           17. The method of claim 16 wherein the step of transmitting said navigational log record to said remote processing center is via a modem.

10           18. The method of claim 16 wherein the step of transmitting said navigational log record to said remote processing center is via traditional wireless data transfer means.

15           19. The method of claim 14 wherein the step of temporarily storing said navigational log record includes determining if a scene's navigational log record has already been recorded, determining if the capacity of said permanent memory device has been reached, and reallocating an array of stored scene information to create space for an additional navigational log record.

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          20. The method of claim 14 wherein the step of transmitting the contents of said temporary memory storage device occurs at a predetermined time.

21. The method of claim 14 wherein the step of transmitting the contents of said temporary storage device includes opening an index and database file in said permanent memory storage device, determining a next available write location in said database file, and writing each entry in said navigational log record into said database file.

22. The method of claim 21 further comprising the step of recording the latest recorded navigational log record into said database file even when the storage capacity of said permanent memory storage device has been attained.

23. A satellite-based communications network for identifying and processing satellite based television usage and navigational data comprising:

a broadcast center for broadcasting information;

one or more communication satellites for receiving said broadcast information;

user receiving means situated within said satellite's coverage area to receive said broadcast information;

a viewing device connected to said user receiving means;

video image selection means for providing a user with a means of transitioning from one scene to a subsequent scene, wherein said video image comprises said broadcast information; and

means for compiling user navigational data, wherein said navigational data includes the identification of the scene being viewed, the time the user is viewing said scene, the length of time of said viewing, and the location of the user viewing said scene.

24. The satellite-based communications network of claim 23 further comprising means for periodically transmitting said stored navigational log record to a remote processing location.

25. A computer program stored in a computer readable medium, embodying instructions to perform a method of tracking satellite-based television usage characteristics, said method comprising the steps of:

determining when a user transitions from a first scene being displayed on a user's viewing device to a subsequent scene displayed upon said viewing device, wherein said scenes comprise information included in traditional satellite television broadcasts;

identifying the scene being viewed by the user and the time of day and duration of said viewing at the time of said user transition, thereby creating a navigational log record; and

storing said navigational log record in a memory storage device.

26. The method of claim 25 further comprising the step of determining the geographical location of the user viewing said scene.

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27. The method of claim 25 wherein said step of storing said navigational log record includes temporarily storing said log record in a temporary memory storage device and transmitting the contents of said temporary memory storage device to a permanent memory storage device.

28. The method of claim 27 wherein said permanent memory storage device is comprised of FLASH memory.

29. The method of claim 27 further comprising the step of periodically transmitting said navigational log record stored in said permanent memory storage device to a remote processing location.

30. The method of claim 29 wherein the step of transmitting said navigational log record to said remote processing center is via a modem.

31. The method of claim 29 wherein the step of transmitting



said navigational log record to said remote processing center is via traditional wireless data transfer means.

32. The method of claim 27 wherein the step of temporarily  
5 storing said navigational log record includes determining if a scene's navigational log record has already been recorded, determining if the capacity of said permanent memory device has been reached, and reallocating an array of stored scene information to create space for an additional navigational log record.

33. The method of claim 27 wherein the step of transmitting the contents of said temporary memory storage device occurs at a predetermined time.

34. The method of claim 27 wherein the step of transmitting the contents of said temporary storage device includes opening an index and database file in said permanent memory storage device, determining a next available write location in said database  
20 file, and writing each entry in said navigational log record into said database file.

35. The method of claim 34 further comprising the step of recording the latest recorded navigational log record into said

database file even when the storage capacity of said permanent memory storage device has been attained.